

What we claim is:

Ins 2317 1. A system for a sponsored games network comprising:

a communications network,

a game sponsoring gateway in communication with said communication network,

a user terminal in communication with said network to access said game sponsoring gateway,

a game server in communication with said game server gateway to supply games over said communication network to said user terminal, and

a sponsor content server in communication with said game sponsoring gateway to supply advertising over said network to said user terminal.

2. The system for a sponsored game network of claim 1 further comprising a location server communicating with said game sponsoring gateway.

3. The system for a sponsored game network of claim 1 further comprising a user data server in communication with said game sponsoring gateway.

4. A system for a sponsored games network comprising:

a communications network,

a game sponsoring gateway in communication with said communications network,

a user terminal communicating with said communications network to access said game sponsoring gateway,

means for supplying games to said game sponsoring game for delivery over said communications network to said user terminal, and

means for selecting user specific advertising and inserting said advertising into the game supplied to said user terminal.

5. The system of sponsored games network of claim 4 further comprising:

means for profiling a user accessing games through said user terminal and supplying said information to said sponsoring gateway to select advertising for display in games provided to a user terminal.

6. The system of sponsored games network of claim 4 further comprising:

means for determining the location of a user accessing games through a user terminal and supplying said location to the game sponsoring gateway for selecting geographic sensitive advertising for display in games provided to a user terminal.

7. A method for supplying sponsored network games having the steps of:

accessing a game sponsoring gateway through a communication network,

— accessing a game from a game provider through said game sponsoring gateway,

selecting advertising for a specific user, and

supplying said advertising to said user.

8. A method for supplying sponsored network games of claim 7 having the further step of determining user specific profiles for selecting said advertising.

9. A method for supplying sponsored network games of claim 7 having the further step of

— determining the user's geographic location and inserting said advertising into the game for display to said user.

~ 10. A method for sponsored network games of claim 7 having the further step of the user selecting advertising for display in games supplied to him over said network.

— 11. A method for sponsored network games of claim 7 having the further step of a game server gateway selecting the advertising supplied to the user in games supplied over the network based upon a criteria from a historical database.